

In many books on marketing communications, public relations are said to be a field dominated by women without giving any evidence or reasons for such a conclusion. This thesis called *The Exercise of Women in Public Relations* is based on an assumption, that there are some specific and describable manifestations and features concerning communication and establishing into and maintaining relationships that predetermine women for successful practice within the field, but that the real position of women in the field does not correspond with such a potential advantage due to glass ceiling effects.

The thesis starts with brief chapters on public relations definitions and history, continues with a chapter concerning the attributes of successful practitioners as listed in expert books and with chapters dealing with the definitions of communication as a whole and its effective forms. The main part consists of a list of differences in men's and women's communication and relationship behaviour including explanation of the roots of those differences (socialization, upbringing, progress). Another part is dedicated to equal opportunities, glass ceiling effects and to women's employment during the second part of the 20th century. The end of the theoretical part deals with the position of women within the public relations field in the USA. The analytical part based on a questionnaire survey into the position of women in the hierarchy of PR agencies associated in APRA reveals the position and exercise of women in public relations in the Czech Republic.

The theoretical as well as analytical part confirmed the hypothesis that although there are some specific features concerning communication and relationships that may advantage women within the field, their real position is heavily influenced by the glass ceiling effects.